

500

502

Dog Snack Trial

File Campaign

Template: Generic campaign

Name

Campaign start

Campaign end

Min Tlog history Days

Incented products

Tactics

Observations

504

506

508

510

512

520

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524

526

528

FIG. 5

600

incented_products

Beggin Strips

Name 602

Advertised Product 604

Shelf price 606

Club price 608

Good 610

Better 612

Best 614

Break Even Retail 616

Min ad availability days 618

Max ad availability days 620

Limit per trip Items 622

Limit per shopper Items 624

626

628 Ad Optional After

Shopper Budget 630

Min Product Budget 632

Target Product Budget 634

Max Product Budget 636

Min CPG Budget 638

Target CPG Budget 640

Max CPG Budget 642

FIG. 6

700

The figure shows a software window titled "Observation" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains the following elements:

- Name:** A text field containing "dog food buyers" (labeled 702).
- Scope:** A dropdown menu showing "shopper" (labeled 704).
- Type Int:** A label (labeled 710).
- Measurement:** A dropdown menu showing "Occasions" (labeled 706).
- Products:** A section containing a dropdown menu showing "dog food" (labeled 708), and three buttons: "Edit", "Delete", and "Edit".
- Time Unit:** A dropdown menu showing "Tlog Interval" (labeled 712).
- Specify start date:** A checked checkbox (labeled 714) followed by a date field showing "Thu 11/18/1999" (labeled 718).
- Specify end date:** A checked checkbox (labeled 716) followed by a date field showing "Wed. 11/18/1998" (labeled 720).
- Description:** A large text area (labeled 722).
- Buttons:** "Import" (labeled 724), "OK", and "CANCEL" buttons at the bottom.

FIG. 7

800

Products

Dog food **Dog snacks**

Name **Redisplay**

- ☐ 23 CANNED FISH & MEAT
- ☐ 24 READY TO EAT PREPARED FOODS
- ☐ 25 SOUPS
- ☐ 26 BEANS/RICE & PASTA
- ☐ 27 DIET FOODS & NEEDS, ETHNIC & GOURMET SPECIALTY
- ☐ 28 PASTA & PASTA SAUCE
- ☐ 30 PAPER/FOIL & PLASTICS
- ☐ 31 DETERGENTS & LAUNDRY NEEDS
- ☐ 32 PET FOOD & PET NEEDS
 - ☒ 3201 DOG FOOD WET
 - ☒ 3202 DOG FOOD DRY
 - ☒ 3203 DOG FOOD SOFT MOIST
 - ☐ 3204 DOG FOOD SNACKS
 - ☐ 3206 CAT FOOD WET
 - ☐ 3207 CAT FOOD DRY
 - ☐ 3208 CAT FOOD SOFT MOIST
 - ☐ 3209 CAT FOOD SNACKS/DRINKS
 - ☐ 3210 CAT LITTER & DEODORANT
 - ☐ 3290 PET SUPPLIES
 - ☐ 3295 WILD BIRD FOOD/TREATS
- ☐ 33 TOBACCO AND SMOKING NEEDS
- ☐ 34 CHARCOAL/LOGS & OTHER FUELS
- ☐ 36 REFRIGERATED DAIRY

Product set expression

(SHIC is-in-tree 3201 or SMIC is-in-tree 3202 or SMIC is-in-tree 3203)

Product set expression

UPC	NAME	BRAND	PACK-SIZE	SIZE	BMIC
1780044545	PURINA FL...	00000	00001. 00	20.00 LB	3202020
1113200364	ALPO PRI...	00000	00024. 00	13.20 OZ	320102

OK CANCEL

FIG. 8

900

The image shows a software window titled "Shoppers" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains the following elements:

- Name:** A text field containing "buys dog food".
- Combine criteria with:** A dropdown menu.
- Add New Criterion:** A section with four buttons: "Decile" (labeled 904), "Preferred Product" (labeled 906), "Named Shopper Set" (labeled 908), and "Comparison" (labeled 910).
- Observations:** A list box containing "dog food buyers" (labeled 912). To the right of the list box are three buttons: "Edit", "Delete", and "New".
- Comparison Operator:** A dropdown menu showing ">=" (labeled 914).
- Amount:** A text field containing the number "2" (labeled 916).
- Expression:** A large text area at the bottom showing the generated expression: "((dog food Buyers >= 2))" (labeled 918).
- Buttons:** "OK" and "CANCEL" buttons at the bottom center.

902

FIG. 9

Replacement Sheet

1200

↓

Tactic

dog snack trial incentive

Name dog snack trial incentive

Start Incented product Tier

↑ Better for Store

1204-a

☐

Beggin Strips

▼

Edit

Delete

New

Good

▼

1204-b

☒

Beggin Strips

▼

Edit

Delete

New

Better

▼

1204-c

☐

Beggin Strips

▼

Edit

Delete

New

Better

▼

1218

1214

1212

1216

Insert

Delete

Add

1206

1208

1210

1220

Wait After Success 0 days

Wait After Failure 0 days

Max Tries To Hook 2 1222

Hook count 2 1224

Repeats after hooked 2 1226

1228

Priority

1230

OK

CANCEL

FIG. 12